

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1-50 (cancelled).

51 (currently amended). ~~The method of claim 50~~ A computer-implemented method of engaging in a transaction with a remote computing device, said method comprising the acts of:
including a script of instructions in a web page; and
transmitting said web page to said remote computing device;
wherein said instructions are selected from the group consisting of:
detecting the installation of software;
detecting the activation of said software;
launching a feature to activate said software;
providing information related to the identity of a user of said computing device; and
providing an activation certificate associated with said user,
wherein said software can exist in either an activated state or a non-activated state, wherein said software is enabled to render a first set of content items when said software is in said non-activated state, wherein said software is enabled to render said first set of content items and a second set of content items when said software is in said activated state, said second set of content items being licensed to said user, there being a second user different from said user to which said second set of content items is not licensed, said second set of content items being cryptographically bound to said activation certificate associated with said user, wherein said software is initially installed in said non-activated state, and wherein said software cannot be returned to said non-activated state after said software has been placed in said activated state.

52 (new). A computer-readable medium encoded with computer-executable instructions to perform a computer-implemented method of engaging in a transaction with a remote computing device, said method comprising the acts of:

including a script of instructions in a web page; and
transmitting said web page to said remote computing device;
wherein said instructions are selected from the group consisting of:
 detecting the installation of software;
 detecting the activation of said software;
 launching a feature to activate said software;
 providing information related to the identity of a user of said computing
device; and
 providing an activation certificate associated with said user,
wherein said software can exist in either an activated state or a non-activated state, wherein said
software is enabled to render a first set of content items when said software is in said non-
activated state, wherein said software is enabled to render said first set of content items and a
second set of content items when said software is in said activated state, said second set of
content items being licensed to said user, there being a second user different from said user to
which said second set of content items is not licensed, said second set of content items being
cryptographically bound to said activation certificate associated with said user, wherein said
software is initially installed in said non-activated state, and wherein said software cannot be
returned to said non-activated state after said software has been placed in said activated state.